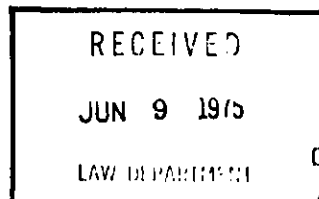


# Liggett & Myers Tobacco Company



## Memorandum

To: Cope Robinson  
From: R.A. Rechholtz  
Subject: TOBACCO INSTITUTE - FILM REVIEW



Date: June 6, 1975

It was agreed in the Committee of Counsel at our annual meeting that the cinema sponsorship issue would be discussed in context with a complete review of all cigarette film material in current or previous distribution.

The major objective is to clarify what constitutes a prudent use of cinema by cigarette brands. As you may know, RJR is involved in fairly extensive use of one-reel special events films with heavy brand identification, both in audio and video.

A meeting date has not been set. In the meantime, I would appreciate your preparing a list of all Liggett film material which falls into the sensitive category, including type and extent of exposure.

RAR;lw

✓ cc: J. Greer